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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

September 23, 1944

No. 77

"WARTIME NUTRITION MONTH, September's special emphasis in the FFFF program, draws to a close with plenty of evidence of nutrition action on all fronts. Nutrition Committees coordinated programs at the State and local level. The War Advertising Council, War Food Administration, and Office of War Information jointly furnished national promotion. All possible media for reaching the public were used, and all types of agencies, organizations, institutions, and groups were represented in the participation. For one solid month, Americans everywhere--in the city, on the farm, in the East, West, North, and South, and all points in between have been told about the close relationship between eating three well balanced meals a day and maximum health. Its full impact in bringing about a better practice of good nutrition will be evidenced as time goes on. Now, while the public interest is at its peak, is the time for every agency and organization responsible for nutrition education programs to build upon and hold the interest which has been created during the September campaign in order to insure for the future a more fundamental understanding and practice of good nutrition by the average citizen."--M. L. Wilson, Chief, Nutrition Programs Branch, Office of Distribution.

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AGRICULTURAL LEGISLATION. . . . Sept. 15, the Senate passed a bill which authorizes road-construction appropriations of \$700,000,000 annually for the first 3 post-war years...Sept. 19, the Senate agreed to the Conference Committee's revised version of the surplus-property bill, which sets up a Surplus Property Board to dispose of surplus war property, gives WFA the responsibility for determining policy with respect to disposal of surplus food stocks, provides for domestic disposal of food at the higher of CCC or market prices, authorizes foreign disposal of food at world competitive prices, increases the cotton-loan rate, sets up a policy for disposal of surplus farm lands, etc.; the bill is now ready for the President's signature...Sept. 20, the House agreed to the Conference Committee's version of the demobilization-reconversion bill, which sets up an Office of War Mobilization and Reconversion to supervise the Surplus Property Board, the Office of Contract Settlement, etc.; this bill is also now ready for the President's signature...Sept. 21, the President signed the Pace Bill, which provides substantive authority for numerous provisions previously appearing in the annual Agricultural Appropriation Acts and provides for lower interest rates and longer maturity periods of rural-electrification loans.

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FIRE PREVENTION WEEK. . . . The National fire loss for 1943 was \$360,235,000 and increased approximately 12 percent over this high figure for the first six months of 1944 according to the National Fire Prevention Association. Much of the loss was in food processing and storage facilities and therefore of vital concern to the Department of Agriculture. In connection with Fire Prevention Week, October 8 to 14, as proclaimed by the President several weeks ago, a fact sheet is being prepared giving data on fire losses, hints of fire prevention and control, a bibliography on fire-prevention literature, etc. It will be distributed through usual Food Information Series channels.

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CLIMBING MILKWEED WANTED. . . . A 2-page circular has recently been distributed giving some specific information about climbing milkweed as to how it differs from the more common upright milkweed plant. The climbing milkweed, the circular says, is a common weed of the river bottoms, especially in the corn fields, where it produces enormous crops of pods. It occurs most abundantly in parts of Missouri, Kansas, Illinois, Indiana and Kentucky along the Missouri, Kansas, Wabash, and Ohio Rivers. To get a pod-picking project started in any community, information about it can be obtained from the local school superintendent, county agent, or county war board. . . Some reports that have come in so far on the milkweed harvest indicates that the minimum goal of 1½ million pounds will easily be reached. Bobby Propst, 11, of Monongalia county, W. Va., picked 50 bags in his first week, 25 of which he picked in one day; Mr. and Mrs. Lafayette and their nephew, Jean, of Otsego County, Mich., picked 162 bags in a day; and 74-year-old John Kerslake of the same community picked 138 bags in five days.

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The NUTRITION CAMPAIGN IS ON! . . . . The Cleveland Press of Saturday, September 2, devoted nearly half a page to a pictorial display on what Cleveland is doing to put the Nutrition Campaign over. "East side, West side, everywhere you turn food facts will be forced to your attention during September. Food helps fight for freedom for the world right now, but it will always fight for freedom from ill health for the individual", some text matter with the display says. Cleveland's public library, the health museum, car cards, radio, and pamphlets are all pictured as part of the drive in which this enterprising city is taking part.

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WHEN JOE COMES HOME is the short title of a Discussion Guide (DS 24) recently issued to help communities prepare for the time when G.I. Joes will be coming home in increasingly larger numbers. It stresses the importance of helping exservicemen and women to find jobs that fit their qualifications to the fullest extent, particularly those suffering from physical injury or shock. Copies can be obtained upon request to the USDA Office of Information.

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M. L. WILSON, Chief of the Nutrition Programs Branch of WFA will be a guest speaker with CPA Administrator Chester Bowles on the Blue Network on October 5 at 7:45 p.m., EDT. Their discussion will center on the relationship between nutrition, rationing, and price control and will fittingly provide the connecting link between the Food Fights for Freedom campaign just ended and the beginning of the fourth quarter Price Control Education program which will continue for the balance of the calendar year.

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EAT A GOOD BREAKFAST AND LUNCH, the main theme of the September nutrition campaign, is estimated by the Domestic Radio Bureau of OWI to have had 94,600,000 listener impressions during the week beginning September 11 or 17.5 percent of the total 541,039,000 listener impressions for 19 important war information campaigns; 17-1/4 million are estimated to have listened to Crop Corps announcements, and 3,300,000 to announcements on milkweed floss collection.

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LEE MARSHALL, Director of Distribution will talk about Post-war Food Stocks before the American Meat Institute at Chicago on September 26.



SURPLUS PROPERTY AUCTIONS. . . . Following the test auction of surplus Defense Plant Corporation property at Ashland, Ohio, on September 8, others are tentatively scheduled to be held. You may expect a DPC-WFA announcement soon of one to be held at Manteno, Illinois, on September 28; of another at Lawrence, Kansas, during the first week of October; others are being planned. Reports on the test sale at Ashland indicate that such useful farm items as wheelbarrows (without rubber wheels) sold for \$5.00 each; post-hole diggers for \$2.75; three-quarter-length rubber boots for \$1.00 a pair; and some industrial work helmets went for 50 cents apiece. Some of the items were new but most were secondhand.

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HAVE YOU SEEN THESE USDA RELEASES? . . . . WFA-ODT orders affect grain shipments on Lakes-3184; Government-owned food stocks now and after the war (Address by Lee Marshall at Fresno, Calif.)-3196; WFA urges quick use of "Hurricane" apples-3198; Advisory Committee recommends 1945 garden program-3201; WFA lifts set-aside quota on butter-3206; Lend-lease purchase report for August-3213; WFA control over pressure canner distribution removed-3215; 1945 production goal and price support for dry peas-3216; Post-war food stocks (a talk by Lee Marshall to be given at Chicago Sept. 26)-3218; Small Argentine flaxseed crop in prospect-3223; WFA to purchase "Hurricane" apples -3229; Bakers may send Christmas cakes to employees in armed forces-3233; WFA offers canned foods for sale-3236.

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OTHER RELEASES OF SPECIAL FARM INTEREST. . . . Simplified schedule of ceiling prices on shell eggs issued-OPA-4770; Ceiling-support prices on hogs--OPA-4790; Gas stations may again accept off-highway "R" coupons--OPA-4781; No change in maximum prices of table grapes--OPA-4794.

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HOW PRICE CEILINGS ARE SET. . . . A statement on the principles and techniques of setting price ceilings on producers' fruits and vegetables has been issued by OPA as an aid in providing farmers, bankers, vocational ag teachers, and government representatives generally with a clearer understanding of this procedure. Copies of this statement can be obtained from farm information representatives of OPA.

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A FARM LABOR ROLL CALL will be heard on the Farm and Home Hour next Saturday that will give a verbal glimpse of how many communities solved their farm labor problems this year. Milton Eisenhower, President of the Kansas State College, will have something to say, by transcription; there will be a transcribed report from Garland County, Arkansas and a live broadcast from Montgomery County, Maryland. Wilson Cowen, Assistant War Food Administrator, will summarize the highlights of the Farm Labor program. The program will be emceed by Connie B. Gay of the USDA Radio Service.

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CHESTER BOWLES and two guests will discuss the black market in gasoline coupons and the steps that have been taken to combat it, on the usual OPA broadcast over the Blue Network next Thursday night at 7:45 p.m. EWT.

ROUNDUP OF POST-WAR MATERIALS. . . . From time to time the Calendar has mentioned the issuance of statements, reports, leaflets, etc., on post-war topics. Here is a check list you may want to look over to see if you have missed anything:

- Let's Talk About WHEN JOE COMES HOME and Comes Back to the Farm (DS 24); 3 pages, printed, issued September 1944.
- Reconversion, a Report to the President from Director of War Mobilization James Byrnes; 16 pages, printed, September 1944.
- Statement by Secretary Wickard at hearing of the House Special Committee on Post-war Economic Policy and Planning; 7 pages, mimeographed, August 23, 1944; also a supplemental statement by the Secretary before the same Committee but giving more specific suggestions for attaining post-war objectives in agriculture; 7 pages, mimeographed, August 31, 1944.
- Statements from the Department of Agriculture Interbureau Committee on Post-war Programs, submitted to the House Special Committee on Economic Policy and Planning, August 23, 1944. There are 12 of these statements, each 3 or 4 pages long, mimeographed. These subjects are covered: (1) Agriculture and Full Employment; (2) Improvement in Farm Technology and Their Effects on Farm Output; (3) Post-war Problems in Marketing Farm Products; (4) Agriculture Price Policy in the Post-war Period; (5) Forest Conservation and Development; (6) Soil and Water Conservation; (7) Rural Electrification; (8) Rural Housing; (9) Rural Health; (10) Extension of Social Security Programs to Farm People; (11) Farming Opportunities for Veterans and War Workers; (12) Different Types of Farmers Require Different Types of Programs.
- Statement by War Food Administrator, Marvin Jones, at hearing of the House Special Committee on Post-war Economic Policy and Planning, 7 pages, mimeographed, August 25, 1944.
- The Utilization of Government Synthetic Ammonia Plans for Fertilizer Production; 15 pages (including charts), multilithed, issued August 1944.
- Federal Statutory Provisions Relating to Price Support for Agricultural Commodities, 28 pages, mimeographed, August 1944.
- Shall I Be a Farmer?; 36 pages, printed, July 1944.
- Farmers and the Fight Against Inflation; 8 pages, printed, July 1944.
- Review of Preliminary State Reports on Post-war Problems; 71 pages, mimeographed, June 1944.
- Suggestions for a Community Program for Post-war Employment (EU-5, Part I); 8 pages, mimeographed, May 1944.
- About That Farm You're Going to Buy (FCA Circular No. E-29); 12 pages, printed, May 1944.
- Some Plain Facts About the Forests; 24 pages, printed, April 1944.
- Disposal of Surplus Military Lands; 10 pages, mimeographed, March 1944.
- What Post-war Policies for Agriculture?; 16 pages, printed, January 1944.
- Agriculture When the War Ends; 57 pages, mimeographed, October 1943.
- Maintaining Demand for Farm Products (Post-war Plans No. 3); 10 pages, multilithed, issued May 1943 but still good for current use.

An effort has been made to supply the above materials to the Department's field offices as they have been issued. Therefore, if you have a specific need for any item listed, please make sure you do not already have a copy before writing to the USDA's Office of Information for it.